

WaterSense® Awards

Instruction Manual

The U.S. Environmental Protection Agency's WaterSense program is pleased to recognize the accomplishments of its partners. Partners in each category contribute to our shared mission of protecting the future of our nation's water supply by promoting water-efficient practices and technologies.

To apply for a WaterSense award, please complete the following steps:

- 1. Ensure Eligibility.** To be eligible for an award, you must have become a WaterSense partner prior to January 1, 2008. In addition, you must have submitted your 2008 WaterSense annual update. This annual update requirement does not apply to irrigation partners.
- 2. Complete the Awards Application Form.** Please fill out the brief application form, including your contact information, award category, eligibility confirmation, and a description of your organization.
- 3. Compose a Written Statement.** Please prepare a short, written statement that addresses each of the evaluation criteria for your award category. Your written statement should be no more than five (5) pages in length. (Please organize and label your responses to coincide with the evaluation criteria categories). **Your responses should only address WaterSense-related efforts and accomplishments that you conducted in 2007.**
- 4. Compile Supporting Materials.** Please include sample or supporting materials that clearly demonstrate how your organization has supported the WaterSense program mission. The materials should complement your written statement and provide WaterSense with tangible examples of your outreach activities. Please refer to the category-specific instructions for your sector for a list of examples.
- 5. Submit Two (2) Copies of the Complete Award Application Package.** Mail two (2) copies of your complete application package, including the application form, written statement, and sample or supporting materials to:

WaterSense
c/o ERG
2300 Wilson Blvd., Suite 350
Arlington, VA 22201

Your application package must be **postmarked no later than April 4, 2008.**

If you have questions, please contact the WaterSense Helpline by e-mail at watersense@epa.gov or by calling toll free: (866) WTR-SENS (987-7367).

The public reporting and recordkeeping burden for information collection requirements associated with the Awards Application for each respondent is estimated to be 21 hours. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.

WaterSense Irrigation Partner of the Year

Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the following categories (e.g., "Water-Efficient Practice"). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For irrigation partners, this might include the number of brochures distributed, number of places you use the WaterSense partner logo, gallons of water saved, etc.
- Include supporting materials in your application package to thoroughly demonstrate your accomplishments. For irrigation partners, these materials might include articles or descriptions of your projects, photographs, customer education materials, marketing materials or business cards, Web site screen shots, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

Evaluation Criteria

1. *Water-Efficient Practice* (60 points)

- Describe the water-efficient irrigation systems you have designed, installed, or maintained, including a description of the techniques and technologies you used. If possible, include quantifiable data, such as gallons of water saved.
- Demonstrate through measurements, narrative, and/or pictures the worst water-wasting site you serviced and how you improved it.

2. *Promotional Activities* (20 points)

- Describe how you use your WaterSense partnership to attract customers. For example, highlight how you use the WaterSense partner logo in conjunction with your name on Web sites, business cards, or other materials and explain how you have used other WaterSense outreach materials, such as brochures, press releases, bill stuffers, checklists, window clings, or stickers to help in your marketing activities.

3. *Education and Outreach Activities* (20 points)

- Describe how you have educated your clients, potential clients, the general public, and/or other irrigation professionals about water efficiency and the WaterSense program.